

ABSTRACT OF THE DISCLOSURE

An online publisher server computer including a content-based website stored in memory, and an online advertiser server computer including a marketing-based website stored in memory, are each provided. Web pages of the content-based website are formatted to be displayed from the online publisher server computer in a first region of a client computer browser display screen. Web pages of the marketing-based website are formatted to be displayed from the online advertiser server computer in a second portion of the client computer browser display screen. A homepage of the content-based website is transmitted from the online publisher server computer for display in the client computer browser display screen. In response to a user selecting a hyperlink displayed on the homepage of the content-based website, the formatted web pages of the content-based website are transmitted from the online publisher server computer for display in the first region of the client computer browser display screen and, simultaneously and independently, the formatted web pages of the marketing-based website are transmitted from the online advertiser server computer for simultaneous and independent display in the second region of the client computer browser display screen.